

ADAPTING TO THE NEW MEDIA LANDSCAPE

Context Driven
5C's & the Curatorial Mindset
Pro-Active Making

David Rolfe, BBDO NY

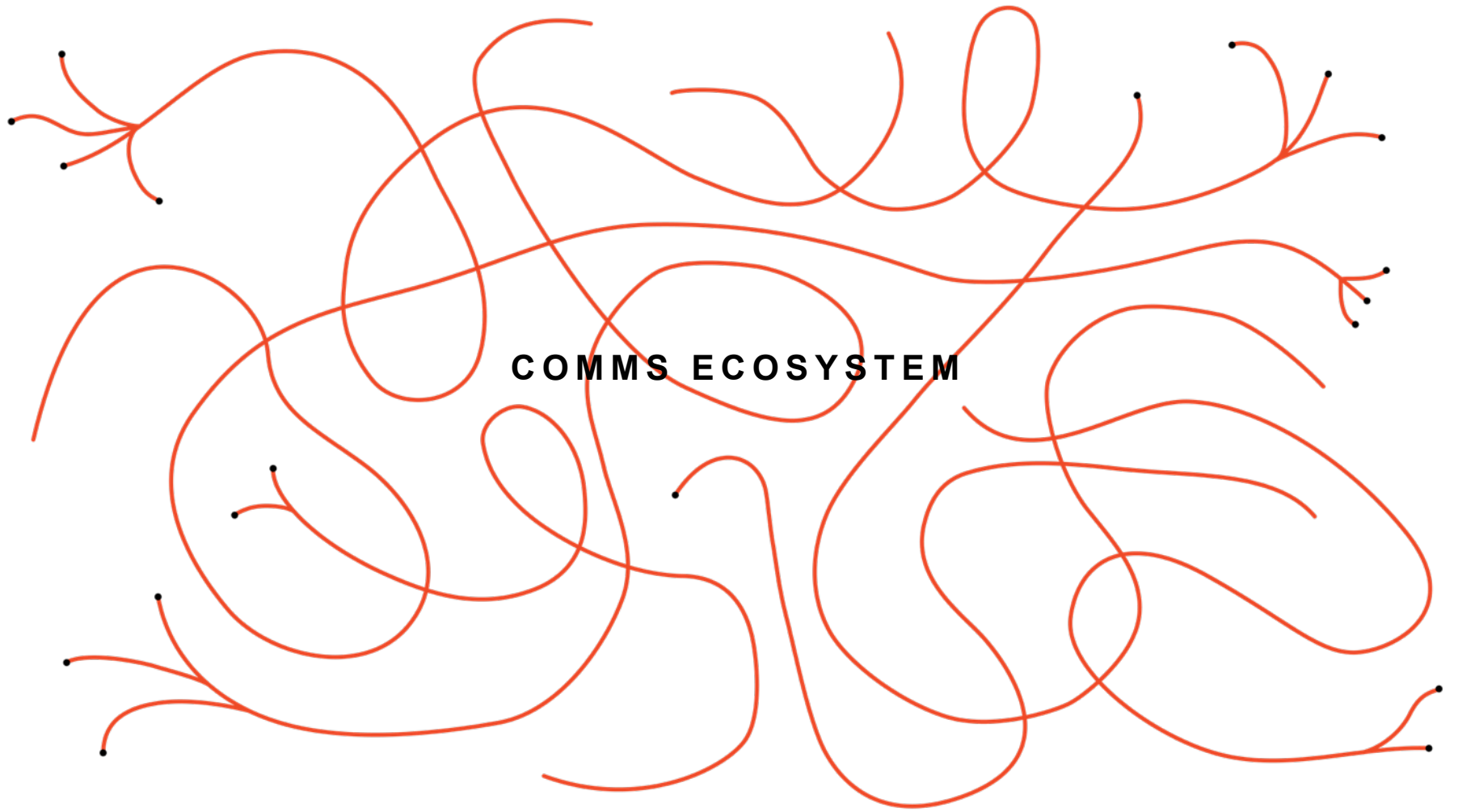


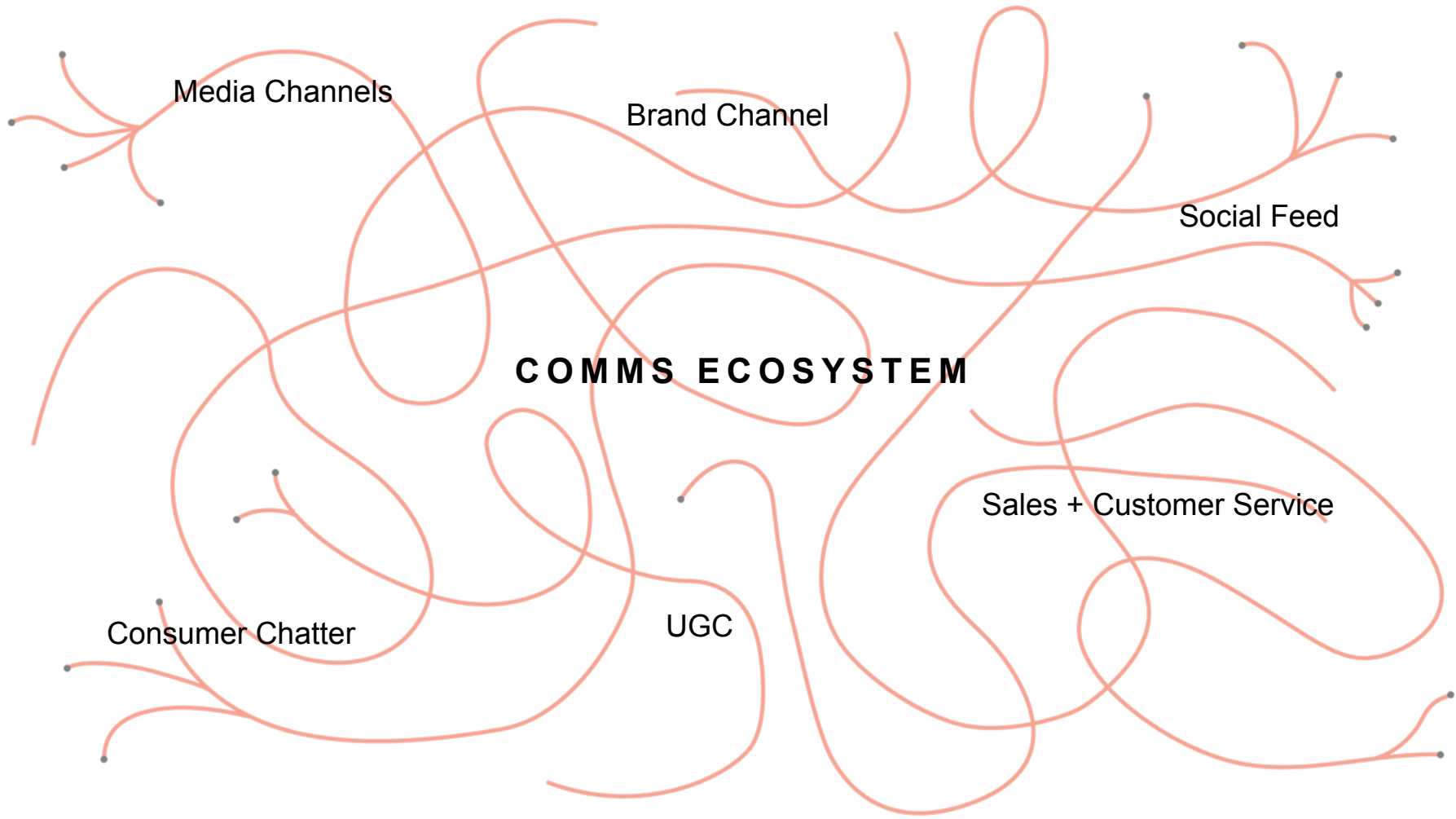
THE CONTEXTUAL WAVE



THE RELENTLESSNESS OF THE MOMENT

COMMS ECOSYSTEM





Media Channels

Brand Channel

Social Feed

COMMS ECOSYSTEM

Sales + Customer Service

UGC

Consumer Chatter

[← Search](#)

The Economist

Latest Release



The Economist
Classic US
News

GET

In-App Purchases

Apps



The Economist
Classic US
News

GET

In-App Purchases



The Economist
Espresso
News

GET

In-App Purchases



1843 magazine
Lifestyle

GET

In-App Purchases

Apple TV

NETFLIX + Context

Sarandos also was asked how Netflix uses data for content development. The exec claimed the company ***doesn't use data "for any creative input"***; rather, Netflix uses data to right-size budgets for projects given their projected audience. ***"The best use of data is to more confidently size the budget" for a production***, he said.

-Ted Sarandos, Chief Content Officer, Netflix
Variety excerpt



EXECUTION PERFECTION



EXECUTION CONTEXT

Intent prioritized: Aggressively associating media and audience purpose with production budget and speed-to-market needs

Disciplined Sourcing Strategy: Aggressively identifying appropriate suppliers for execution, stemming from a centralized “sourcing strategy” (vs incremental)

Pre-production vs “Immediacy”-production: Rapid recognition of need for time-intensive production planning (multi-sourcing/bidding) vs immediate production

Medium & Platform optimization: Assert knowhow and medium-optimization into production approach: retail (version-intensive), pre-roll, platform-distinctive (Facebook, Instagram, Snapchat), targeting considerations, tech & user-behavioral considerations

Data & Iteration: Production model calibrated to anticipate programmatic and/or targeting needs; geared to rapidly iterate, react, replace and optimize

BBDO NY

The 5C's & The Curatorial Mindset

BBDO NY

LOWE'S "FIX IN SIX" (2012)



+

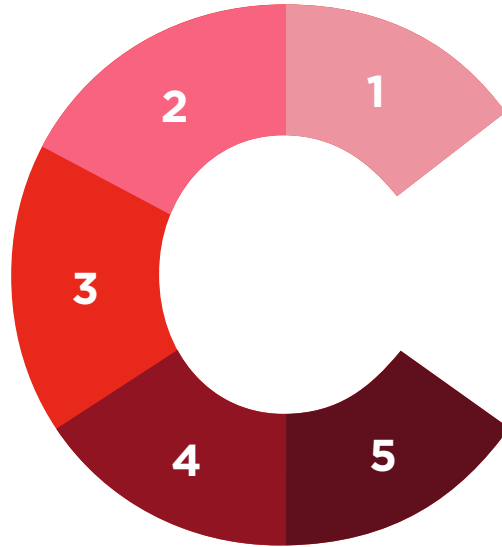


5C's OF BBDO PRODUCTION

- 1 CRAFT**
Premium, Hands-on,
Time & Budget Intensive,
Outsourced
*Content Management

- 2 COMMISSIONING**
Video, Volume, Hands-off,
Trusted Maker
*Content Management +
BBDO Studios

- 3 CURATION**
Network-sourced, Pre-existing
Assets, Licensing and Aggregation
*Content Management +
Flare Studios



- 4 CREATION**
In-house Making, Immediacy
Production, Social-centric,
Platform/Tech Intensive
*BBDO Studios

- 5 COLLABORATION**
Partner with Content Sources,
Publishers, Platforms and
Influencers
*Content Management +
Creator Program

BBDO NY

BBDO STUDIOS

IMMEDIACY + PRO-ACTIVE MAKING

CORE COMPETENCIES

VIDEO & LIVE

Shoot and edit nimble video content for all media and streaming platforms

CREATOR NETWORK

Content + distribution. Activate a curated network of influencers -- adding media value to production value

VOLUME ASSET CREATION

Generate volume/global social assets via value-intensive creation and commissioning

TECH & PROTOTYPING

Explore and integrate tech-based video and platform 'hacks'

BBDO NY

CRAFT - SNICKERS "RECOVERY ROOM"



BBDO NY

CRAFT - P&G "THE TALK"



BBDONY

COMMISSIONING - BACARDI "MUSIC LIBERATES MUSIC"



MUSIC
LIBERATES
MUSIC

LIVE PASSIONATELY. DRINK RESPONSIBLY.
©2017, BACARDÍ AND THE BAT DEVICE ARE TRADEMARKS
BACARDÍ U.S.A., INC., CORAL GABLES, FL. RUM - 40% ALC. BY VOL.





THANK YOU